

To: McHugh, Michael  
From: Segelke, R F.  
Posted: 7/23/98 19:05  
Opened: 7/24/98 7:32  
Subject: RE: Doral Opportunistic Program

Mike,

In response to your request, one idea that I would like to pursue would be to offer the Doral consumer [ many of which are NEW ONES] an incentive to continue their current purchasing pattern. This can be achieved I think with a program similar to the Doral & Co. 70 seal program and would be a buy 8 cartons receive 1 free. This could be implemented via a punch card type program, in that each time a consumer purchases a carton of Doral their card would be punched and on the 8th punch they would receive free carton. This would be a more immediate, and tangible type promotion than the 70 seal program for many consumers. thier card would be kept by the account, [ lines for name, address, age, phone number, and any other info we need would be required to be filled out on the rear side of this card-away from any punchout marks]these cards would then be used as 1.) verification for payment to the account 2.) additional names to the data base, 3.) spot check for me to contact consumer - verification of 8 cartons purchased.

This has not been discussed with any account as of now, nor will it be until we know if it is a viable program.

What would we need from Doral?

The punch cards [ credit card size/ heavy guage]  
special punch that couldn't be easily duplicated.  
Special EVENT POS

In response to you question about any other information the one thing that I can think of is to lend validity to the success of a program is to build the Doral sales of the 1 location [ Peace Pipe Smoke ] that didn't participate into your document. You will see that their Doral sales remained relatively consistant.

I hope this helps.

Ron

===== <Original Letter> =====

From: McHugh, Michael  
To: SEGELKR  
Subject: Doral Opportunistic Program  
Posted: 07/22/98 15:09  
Priority: Normal Priority

Ron:

I need to do a write up to explain the results you achieved with you Reservation Doral program. There are two things that you can help me with.

1. Do you have any suggestions for a follow up program?

What support will we need from the Doral brand?

What time frame should we work the next program in?

2. Do you have any additional information regarding the plan that you just completed that I might not be aware of that should be included in the write up?

Thanks for your help.

Mike

51849 0400

CC: 1200 - New York Region (SCULLYA), Alese, Louann F.

51849 0401